



Ideas for increasing & developing adult participation

This information has been compiled to offer guidance to sailing and windsurfing clubs on how to increase membership, on water activity and income. Most of the ideas presented in these sheets have been developed and proved successful by sailing clubs and centres around the UK so there is a good chance that they will work for you too!

Getting back afloat

Aim:	Encouraging people to get back into the sport.
Duration:	Ongoing
Run by:	Club
Example:	Open day specifically aimed at getting people back into sailing Promoting boats/ board hire and training courses/opportunities Club buddy system Targeting specific groups Developing links with County Sports Partnerships
Facilities / kit needed:	Promotional materials Volunteers Website up to date and relevant Club boats and boards
Benefits:	More members More people involved in the sport Increase volunteer base
Options:	1. Regional Club Coach to encourage round table discussion and provide examples of best practice.
Long term actions:	Ensure there is further opportunities for new members.



Case study for getting back afloat

The Aim: Encouraging people to get back into the sport.

Case study:

The ideas behind 'Get back Afloat' factsheet are similar, if not the same to the following factsheets:

- 4 - Refresher Course

To get adults back on the water. Re-instil the confidence and competence of your clubs member.

- 13 - Pay and Play

To introduce opportunities and/ or regular sessions where people can hire boats or boards and go sailing.

- 14 - Using different types of membership

To attract new members.

- 15 - Open Days

To raise awareness of your club and to attract new members.

Please refer to these factsheets and their accompanying case studies for ideas.

Need more advice? Contact your Regional Development Officer